

# RUNAWAY BAY

*the southwest's finest  
 resort community*

AUDIE COX  
 RUNAWAY BAY

# PROGRESS REPORT fall 1967

LAKE BRIDGEPORT PROPERTIES  
 UNITED STATES PLYWOOD - CHAMPION PAPERS, INC.

## HASTINGS' DREAM...

*the  
start of  
something*

# BIG!

W. Roy Hastings, President of Hastings Enterprises, Incorporated, and his wife, Swampy, had a dream with great vision: to transform the Hastings Ranch into a beautiful resort community. Today, that dream is a reality . . . known as Runaway Bay.

Roy Hastings and his son, Tom, took a development proposition to United States Plywood Corporation and the Jim Walter Corporation, two giant firms whose names are synonymous with quality and success. From the inception, they could see the potential of such a development on Lake Bridgeport and agreed to combine their experience, talents and resources to assure the success of Runaway Bay.



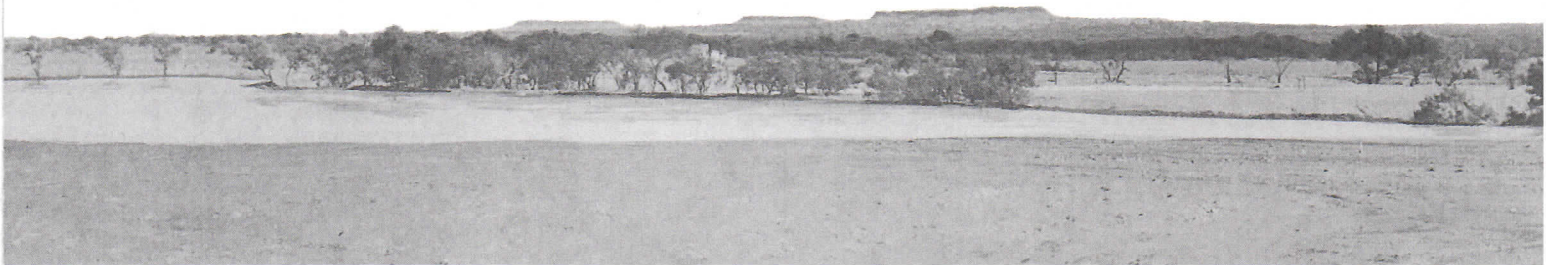
Together, the three firms, Hastings Enterprises, Incorporated, United States Plywood Corporation and Jim Walter Corporation formed the Lake Bridgeport Development Corporation, a wholly owned subsidiary, and went to work.

The first lake homesite at Runaway Bay was sold on the July 4th weekend of 1966. Since then, more than 500 homesites have been purchased by families in and around Texas – and from as far away as Florida and California. When completed, Runaway Bay will be a totally independent resort community with a population exceeding 30,000 people and will have a total development value in excess of 50 million dollars.

“Runaway Bay has already come a long way from a dream,” said Roy Hastings recently, to his neighbors at Runaway Bay, “and really this is only the beginning.”

A Dallas resident most of his life and a well known cattleman, Roy Hastings is living proof of the year 'round good life at Runaway Bay. Most anytime you will find him, along with members of his family (who, incidentally, are all well liked by their neighbors) enjoying themselves to the fullest – while working to make Runaway Bay the accomplished reality of their dream fulfilled.

Yes, the Hastings family started something big . . . a multi-million dollar landmark for vacation living.



# View from the Top . . .

## UNITED STATES PLYWOOD-CHAMPION PAPERS, INCORPORATED. . . . JOHN SCHLICK, VICE PRESIDENT

It would be difficult to find a setting for a resort community along the shores of Runaway Bay that could be more ideal than Lake Bridgeport. The gently rolling hills surrounding the lake, the natural beauty of the lake itself, and the climate. . . all lend themselves to year-round recreational activity.

After seeing the homes already built and under construction, plus the many other buildings already in use, it is also difficult to imagine a more perfect plan of development than the one being followed by Lake Bridgeport properties.

Our hats are off to the fine management team, suppliers, and contractors who have contributed to the establishment of Runaway Bay. It is their continued effort and the support of present property owners like yourself that will bring Runaway Bay to full maturity in the next few years.

We at United States Plywood - Champion Papers, Incorporated, take pride in being a part of the development of Runaway Bay and we look forward to the continued growth of this, "the Southwest's finest resort community."



## JAMES W. WALTER, CHAIRMAN OF THE BOARD . . . . . JIM WALTER CORPORATION



Looking at the many homes already under construction in beautiful Runaway Bay makes us justifiably proud to have been a part of this progressive resort community development from its very conception.

We know that everyone at Runaway Bay — from the competent management team which is coordinating its development to the skilled workers who are building the structures — feels he is laying the cornerstone in one of America's quality resort communities.

It's hard to think of a more beautiful setting anywhere than this section of the Great State of Texas, an area without peer in industrial development in the United States. The rustic surroundings and the fine architecture blend together into a restful area for all residents to enjoy.

We at Jim Walter Corporation look forward to the continued growth and development of this dynamic region.

## STINGS ENTERPRISES, INCORPORATED. . . . . W. ROY HASTINGS, PRESIDENT

It is a source of great personal satisfaction, to myself and my family, to see the present state of development of Runaway Bay as well as the possibilities and projections for its growth in coming years. Runaway Bay started, like so many great American enterprises, as a dream. It is very gratifying to know that hard work, vision, and dedication can still turn dreams into realities.

We are very pleased to be associated in this enterprise with United States Plywood - Champion Papers, Incorporated, and the Jim Walter Corporation. Our combined visions, along with the hard work of the officers and staff of Lake Bridgeport Properties, have made Runaway Bay what it is today and, more importantly, what it will be tomorrow.

The pattern of quality has been set, making the growth and success of Runaway Bay inevitable. We are delighted to have been a pioneering part of this program and with each ensuing day we know you will feel the same excitement and gratification in knowing that you are a part of this great new community.



*This progress report to property owners . . .*

*will answer basic questions about the present and future of Runaway Bay — inquiries which reach the “who, what, when, where, why and how” level.*

*This report was prepared for you, the property owner and member, and is not intended for general public distribution, although we would be pleased for you to share it with your friends and business associates. They may be interested in becoming property owners at Runaway Bay just as you have.*

*Therefore, while this report would certainly be of interest to them, the primary objective is to inform and enlighten those who already own property at Runaway Bay.*

*We sincerely trust this publication serves that purpose.*

**FOR BOATING AND FISHING ENTHUSIASTS:**

# *Showcase Marinas*

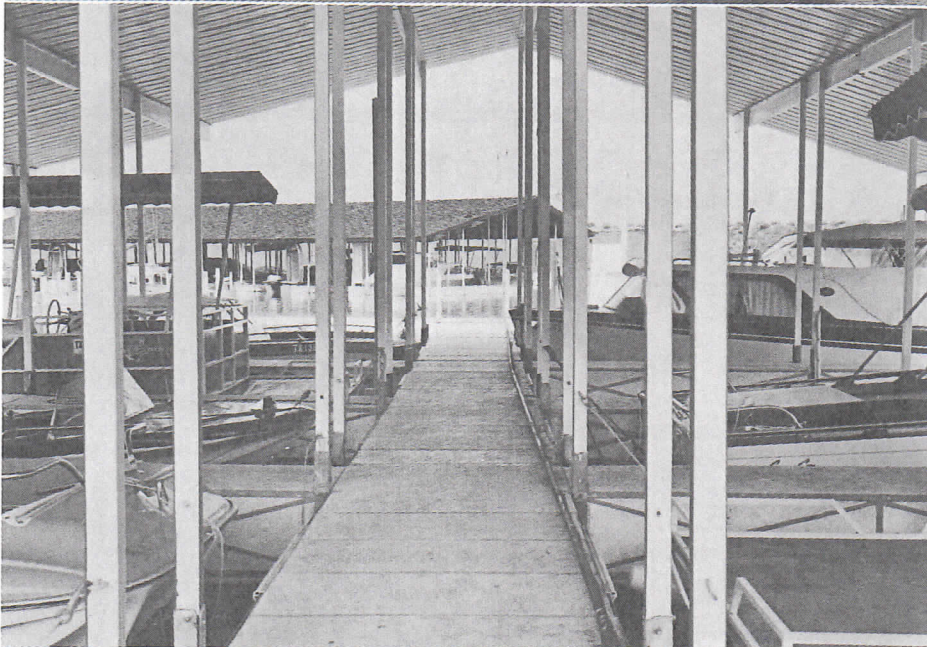
The modern marina at Runaway Bay not only makes your boat more accessible and easier to dock, it provides added protection and offers more safety and convenience features for you.

All marina parking areas, for example, are paved. No more dusty roads or dirty cars. Each individual boat slip is a floating marina in itself. Shingled roofs, steel frames and concrete floors form a permanent construction. Everything is man-made including a deep harbor with protective coffer dams to protect boats even in the highest winds.

The marina, located just below the Yacht Club and restaurant, is guarded 24 hours a day by the Runaway Bay Security Patrol to prevent any boat from coming loose from its mooring as well as to protect against any possible vandalism or theft.

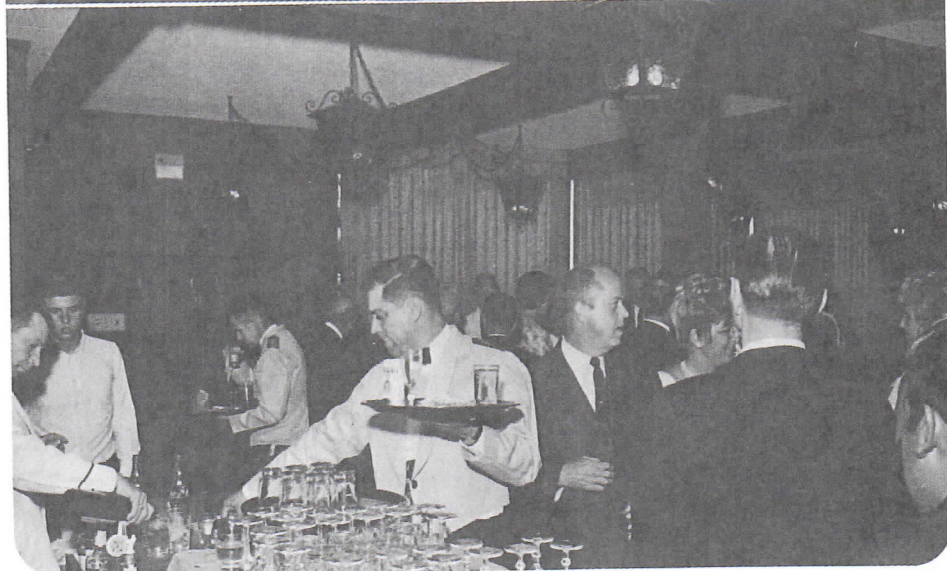
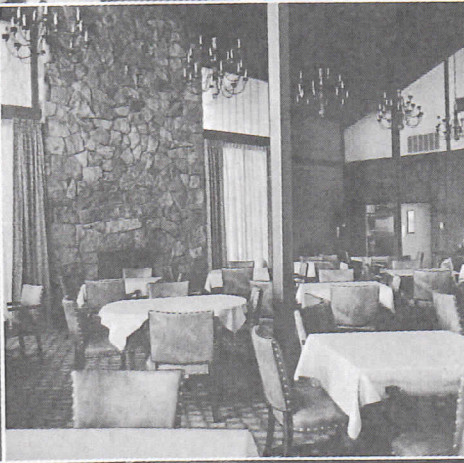
At present, there is ample space for 60 boats with all slips now being leased on an annual basis. Additional slips are being built as needed and plans call for expansion of the marina to house 310 craft while, in another area, a second marina will be constructed to accommodate even more, bringing the total to over 500, with complete service facilities. There will also be a separate area for cleaning fish.

Fishing and water sports are top attractions and everyone who has need for his own boat moorage facility will be taken care of in good style.



**FOR LANDLUBBERS:**

# *an Elegant Yacht Club*



If you're the kind who doesn't know a bowline from a sheepshank, you can still have a delightful time at the Runaway Bay Yacht Club, recently completed and now open to all property owners and their guests. Ever since the formal grand opening party on August 11, the ultra-swank building has been the center of Runaway Bay social activity. And the man who's in on everything is the manager, Harold L. Miller, better known as "Major Miller".

"The number of guests in the club is increasing every day," said the retired Air Force major. "Regular parties and dances are being planned each month and during the holidays we expect the club to be a regular beehive of activity."

"Most everyone has been extremely complimentary about the food and service in the coffee shop, dining room and cocktail lounge", he said, "and we're planning on adding a dance floor soon."

"Anyone who wants to reserve any part of the club for a private party, may do so by contacting us for reservations."

The club building is constructed along the same bold architectural lines as other Runaway Bay buildings and the interior decor is styled in Spanish and Mediterranean, giving the club a soft, warm and inviting atmosphere.

Assisting the club manager in operating the club, in addition to his wife, Mrs. Miller, are Mrs. Jean Jacobson and Chief Chef John Johnson, both of whom have had extensive experience in clubs and restaurants throughout the country.

The dining room is open daily from 5 until 10 p.m. and cocktails are served from 4:30 to 10:30 p.m. on Mondays through Thursdays, 4:30 to 12 midnight on Fridays, 12 noon to 1 a.m. on Saturdays and from 1 until 10:30 p.m. on Sundays.

Special buffets with Yacht and Country Club menu selections are served on Sundays and during special occasions. Also, banquets, meetings and club activities are planned for your enjoyment and entertainment.

*“Did you say . . .*

*A 27-HOLE GOLF COURSE?”*

Right! And the first nine holes are already complete, according to Ray Huffhines, Runaway Bay's head golf pro. "With the completion of eighteen, plus the extra nine holes, more people will be able to play without waiting," he said. "This is important because our initial research indicates more than 70 percent of the people who buy property at Runaway Bay have an interest in golf."

Described as challenging for amateurs and professionals alike, the first nine holes are "tight" with trees on either side of the fairways. The average fairways on other courses around the country are 80 to 100 yards wide but the Runaway Bay golf course will average out at 76 yards overall, which makes for an unusual course. Rolling hills and large, contoured greens add to the natural setting that has helped make the course into the caliber that Runaway Bay residents expect.

Huffhines said, "to assure perfectly positioned sand traps and water hazards, we will add them later, after the course has been played and matured somewhat".

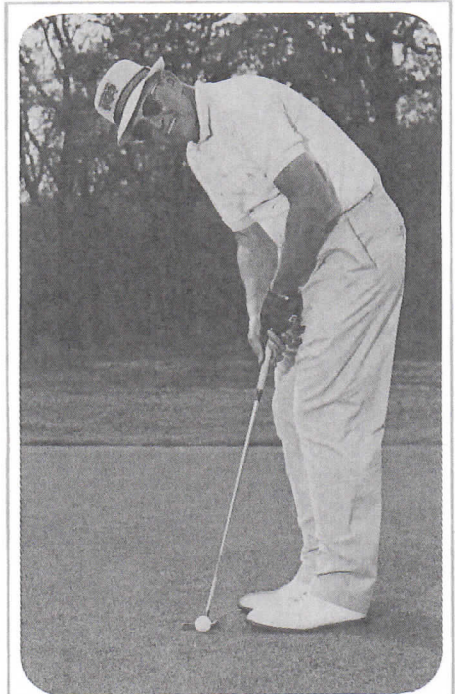
Fairways are covered with Tiffway 419, recognized as the finest fairway grass available, enabling golfers to play 12 months out of the year. Thousands of yards of top soil have been transferred to the greens which are planted with Tiff Dwarf grass. According to specialists, the so-called

"bent grass" is a fine golf course grass, but does not survive in this area as well as Tiff Dwarf which is also more expensive.

Near the first tee is a 1,000 square foot pro shop, complete with club equipment and accessories, repair facilities and men's card room, all now in operation. Of course, golf carts are available.

Individual golf lessons are available by contacting Huffhines. The 11-acre practice fairway, located behind and to the south of the first fairway, is also ready for use.

Complementing the winding and rolling hill course are mature live oak and mesquite trees. Eventually the entire course will be landscaped and beautified along lines similar to the Masters Tournament course in Augusta, Georgia.



#### MEET RAY HUFFHINES

*He's the head golf pro at Runaway Bay and a veteran golf instructor.*

*A Dallas resident for the past 10 years, Huffhines formerly owned and operated the Inwood Golf Range there. His background includes professional circuit playing, greenskeeping and teaching.*

*Born in Carrollton, he was assistant golf pro from 1955 to 1958 at the Bel-air Country Club in Bel-air, California.*

*Ray is married and now makes his permanent home at Runaway Bay.*

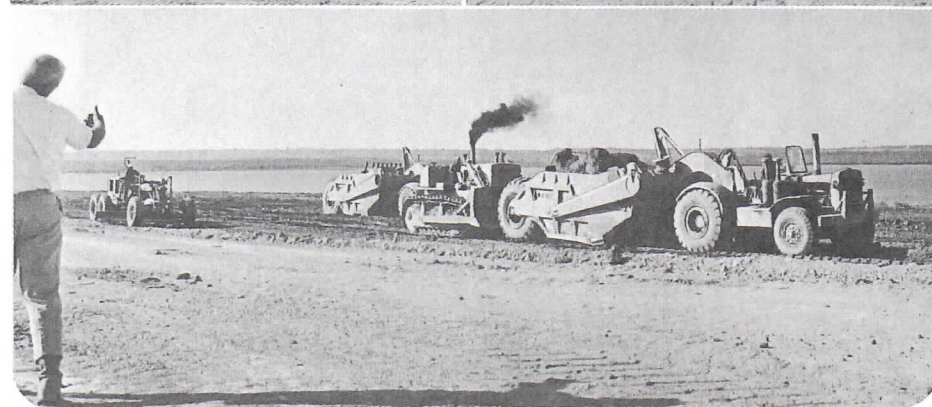
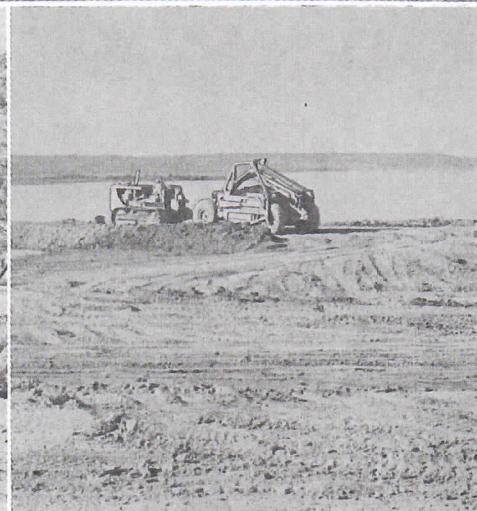
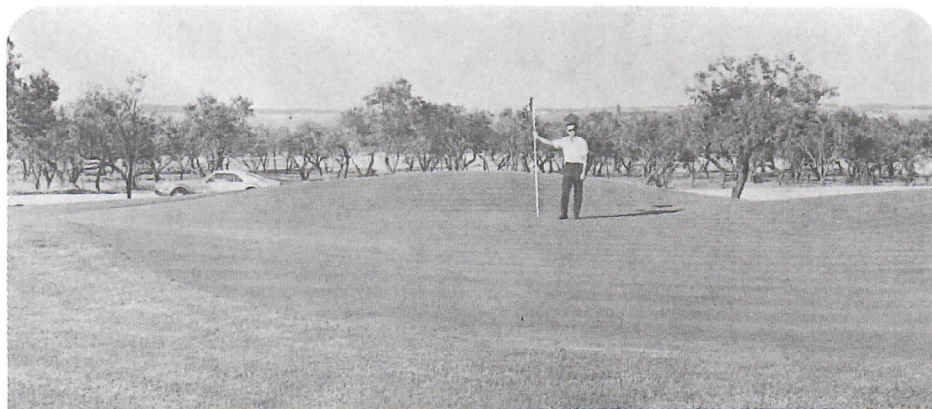
# NAT COMEWELL CONSTRUCTION CO.

## A CHAMPION BUILDER FOR A CHAMPIONSHIP GOLF COURSE

Nat Comewell, a tall, suntanned man who looks every bit the native Texan that he is, is in charge of constructing the 27-hole championship golf course at Runaway Bay. Comewell's Dallas based team of building and land-moving specialists is also responsible for the construction of the excellent boulevards, streets and terraces which extend throughout the resort community. His former golf course layout and construction credits include Las Colinas Country Club in Irving, Brook Hollow Country Club and Preston Trails Country Club in Dallas, River Oaks Country Club in Houston, as well as many municipal courses throughout the state.

"I've been active in golf course construction for over 20 years," he said, "but I'm more enthusiastic about the course at Runaway Bay than any others I've worked on. The reason is easy to explain.

"Putting in 9 or 18 holes of golf is one thing, but it's rather special to find developers who have the foresight to build 27 holes, which is enough to satisfy the needs of every



type of golfing game. Also, there is a certain exhilarating atmosphere that exists here at Runaway Bay that is infectious to the property owners as well as we builders. It tends to give you a deeper, more personal pride in the work you're doing.

"Another reason is that the administrative officers have not limited building with a rationed, unrealistic budget. It's a most compatible association and I can frankly state that Runaway Bay's golf course, as well

as all of the other improvements, are the finest I've ever had the pleasure to work on. I'm sure that any golfer will echo that optimism after he has played the course."

Nat Comewell, a personal favorite with everyone at Runaway Bay, is a perfectionist and a real expert when it comes to the use of heavy duty equipment for the job. His ability and willingness to perform tasks above and beyond those normally required is reflected in the fine job he is doing at Runaway Bay.



# Run

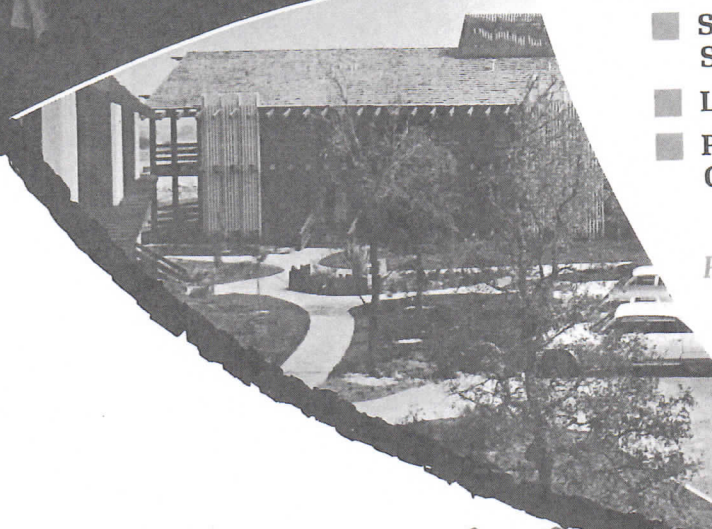


## *today...*

*Major facilities now complete or near completion:*

- Administration Building
- Yacht Club, Restaurant, Coffee Shop, and Private Club
- Marina and Boat Slips
- Golf Course (first 9 holes of 27 hole course)
- Driving Range
- Putting Green
- Pro Shop
- Olympic-size Swimming Pool, Locker Rooms, Showers and Snack Bar
- Resort Motor Hotel
- Sandy Swimming Beach
- Condominium Apartments and Swimming Pool
- Paved Streets
- Complete Utilities
- State Approved Water System and Sewage
- Landscaping
- Picnic Areas, Parks, and Gardens

*Plus many more making Runaway Bay a complete*



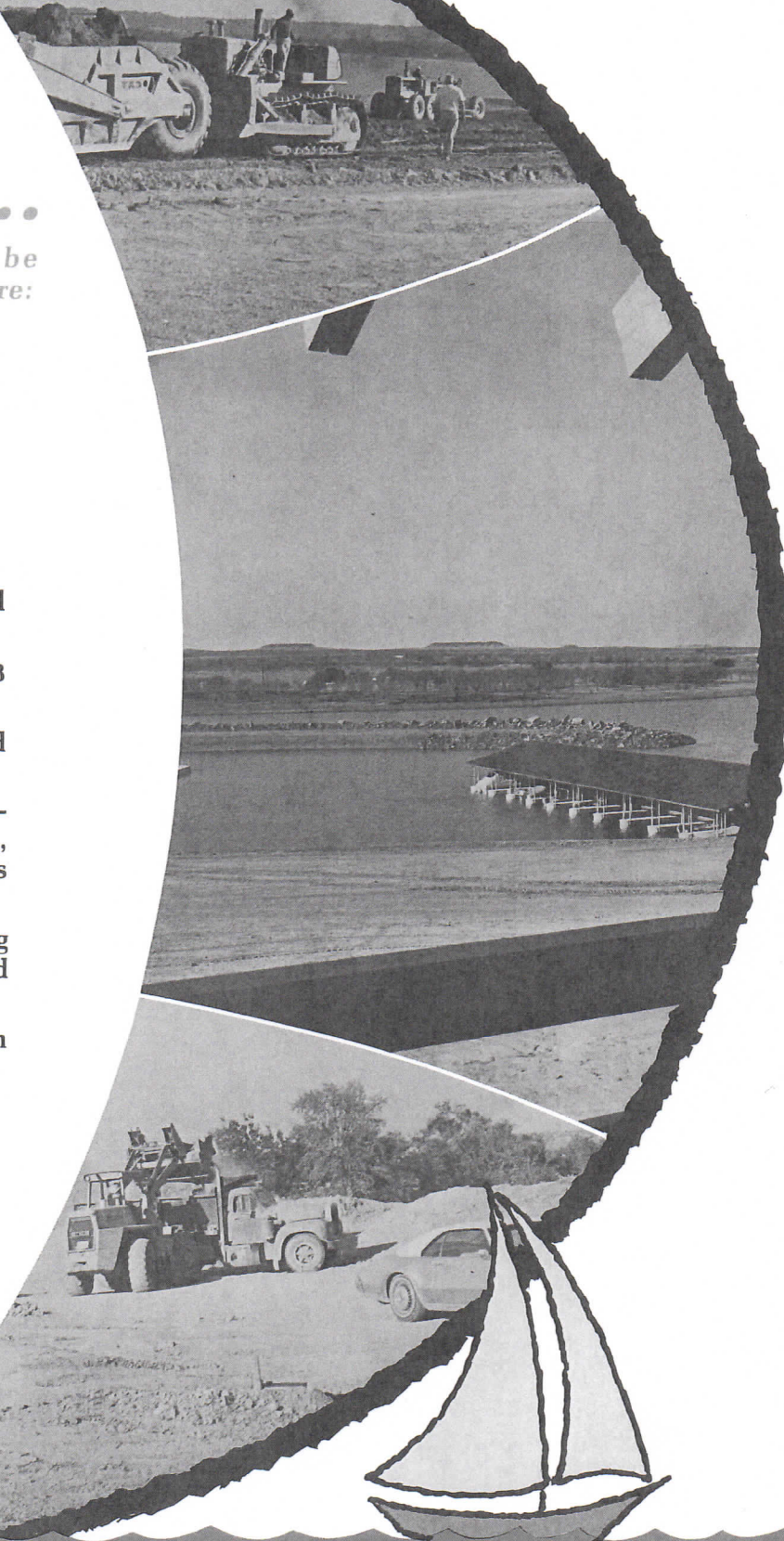
# VAV 3AV

## omorrow...

major improvements to be completed in the near future:

- Municipal Airport
- Shopping Center
- Medical Clinic
- Churches
- Schools
- More Condominiums
- Additional Marinas
- Complete Boat Sales and Service Facilities
- Golf Course (additional 18 holes)
- Golfers' Club House and Locker Room Facilities
- Second Olympic-size Swimming Pool, Wading Pool, Locker Rooms, Showers and Snack Bar
- Club House, Meeting Rooms, Game Rooms and "Teen Room"
- Health Spa and Gymnasium for Men and Women
- Gun Club— Skeet, Trap, Rifle and Pistol Ranges
- Tennis Courts

and improvements to make contained community.



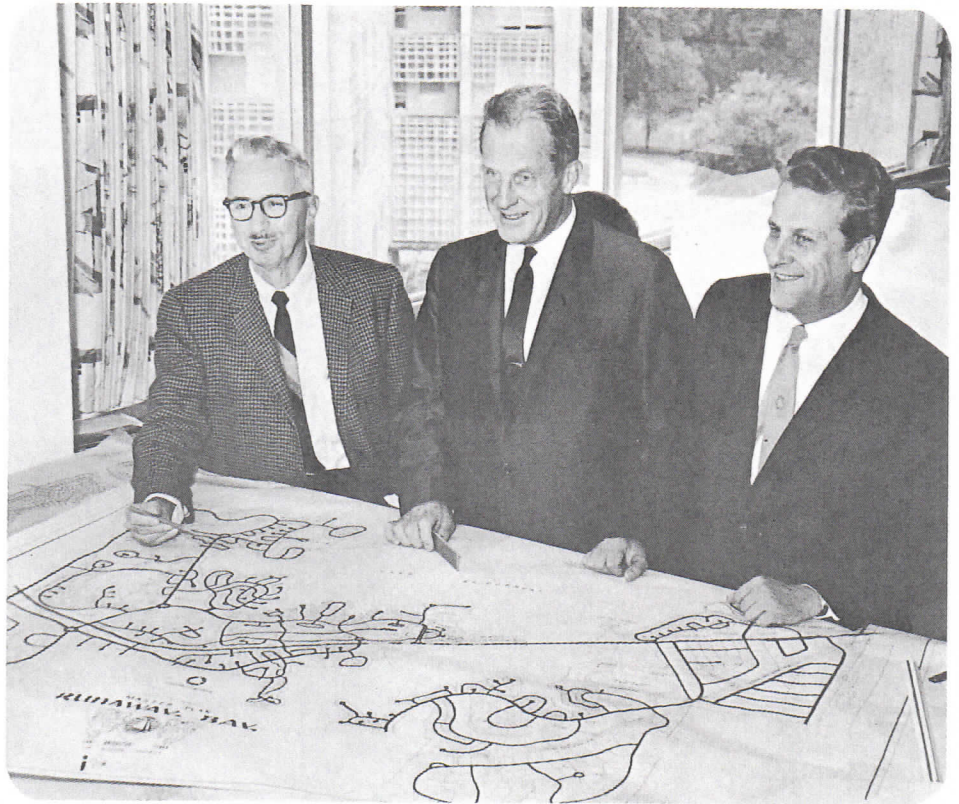
Their assignment: Take roughly 4,000 acres of rolling, scenic North Texas land adjoining one of the largest lakes in the state and transform it into a resort community capable of supporting a municipality of some 30,000 people. That, in brief, was the job facing the well-known land planning team of Phillips, Proctor, Bowers and Associates of Dallas.

The professional land planner's job is unique in that he begins with maps, a visual conception of the land and blank paper. Using his experience, he is able to "see" where principal facilities should be located, where homes should be built and how roads and traffic arteries should be located. He also must reserve land for future buildings, such as the Runaway Bay Motor Hotel, now under construction, shopping centers, schools, medical clinic, parks and churches. Equally important is the placement of major utilities which will be serving the growing populace for years to come.

Otto Phillips, senior partner of the firm and Civil Engineer whose experience dates back to 1927, said, "In all my years of land planning work, I have never found an area more suitable for a particular type of development than that envisioned for Runaway Bay. This fact was apparent when I first studied the topographical maps and saw the contours of the land and how it was naturally hilly in parts and then, almost in unison, gently leveled downward to the Lake Bridgeport shoreline.

"Prior to viewing the actual land itself, I could tell that, all things being equal, the frequent hilltops would ideally lend themselves to homesites, giving the property owners a towering and magnificent

## PLAN THE WORK...WORK THE PLAN



### MASTER PLANNING by Phillips, Proctor, Bowers & Associates

view of the lake. Everything else looked as though it would just naturally fall into place and, after my first visit to Runaway Bay, I knew that my optimism had been justified. Without a doubt, this assignment is a pleasure."

Edward W. Proctor, another partner in the firm whose experience goes back to 1935, was equally active in the Runaway Bay initial planning, as was partner Sidney E. Bowers, a 1947 graduate of Texas A&M in Landscape Architecture. "After you've spent weeks and months on a given project, it becomes a part of you", Proctor said, "and this is one of the more enjoyable parts of our work.

"At Runaway Bay, it was easy to foresee the successful completion of our plans because of the knowledgeable management and tremendous financial power behind the develop-

ment. It's one thing to lay out a community when your plan is only a plan for several years. But at Runaway Bay our layouts and finished designs were immediately transformed into reality by men whose original thoughts were to plan it, then build it . . . in that order and with no interruption in between."

The firm is currently engaged in refining their initial land planning work. "Our most important task now," Proctor said, "is the continued planning for the future."

Other major projects the experienced, imaginative land planning team of Phillips, Proctor, Bowers and Associates has worked on include Elk Grove Village near Chicago, Canyon Creek Golf Course and Subdivision in Richardson, Texas, and Sarasota Keys Property — just to name a few.

## **THE "CONDOMINIUM CONCEPT":**

# *For Totally-Carefree Living!*

Believe it or not, one out of every four families who visit Runaway Bay and tour our vast pleasureland purchases a share in the present and future it offers. And, not too coincidentally, many of these buyers prefer a condominium apartment as their choice for a second home.

The purchaser actually becomes a "home owner", inasmuch as he buys the unit outright. However, he is spared the usual home owner maintenance and groundskeeping, since this service is provided for him by Runaway Bay employees.



*Condominiums are ideal for people who do not want the responsibility of building a home . . . and maintaining it!*



Condominiums are offered in either efficiencies or two and three-bedroom suites and studios. They are designed by architects who are skilled in the condominium concept. The perfection with which these professionals have done their job is evidenced by the large number of units already sold.

Several resort areas offer condominium apartments for as much as \$75,000, yet a comparable unit at Runaway Bay sells for only \$18,000. Of course, smaller, less luxurious units sell for much less.

Additional buildings are planned to fill the growing demand for the condominium concept of comfortable, convenient, carefree living.

## HOMER A. HUNTER AND ASSOCIATES:

# “IMAGINEERING” AT WORK

It was very fitting that the engineering firm of Hunter Associates was selected to handle the engineering for Runaway Bay after the land planners had completed their “first draft” of a layout for the development. It was Homer A. Hunter, president of the Dallas-based company, who, in 1930, assisted with the initial engineering work on Lake Bridgeport itself.

According to Runaway Bay management, Hunter Associates was their first choice for the job and the quality of their work to date has been more than satisfactory.

Homer A. Hunter, a graduate of Texas A&M in civil engineering who earned his master’s degree at MIT and was formerly assistant public works director for the city of Dallas and city manager at Lubbock, is quick to praise the growth of Runaway Bay and the vision of its developers.

“The acreage is among the finest in the Southwest for this type of major complex,” he said, “and the management has never asked us to sacrifice quality in order to save a few dollars.

“Take the water lines, for example. We installed an eight-inch line where we could have actually gotten by with less. They are always thinking ahead.”

Actively assisting Hunter on the job was J. Travis Roberts, Jr., project engineer at Runaway Bay, also a professional engineer and graduate of Texas A&M.



“One thing that stood out in my mind,” recalled Roberts, “was a particular low area of land along the eastern edge of the development. We agreed with the land planners that it was essentially waste land since it was so low and subject to possible flooding. However, we were instructed to reclaim it, if possible.

“It took about a third of a million yards of earth to bring it up to scale, which is a lot of fill. But today it’s high and dry and a beauty spot despite the high cost of recovery, and is now one of the real premium areas as evidenced by its popularity.

To further preserve the beauty of the landscape, Texas Power and Light Company was given the green light to place all lines underground. Even the main electrical supply line lies on the lake bed, laid parallel to the bridge and completely out of sight.

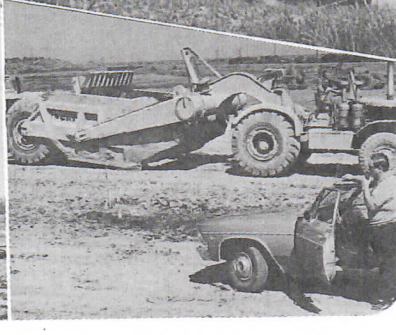
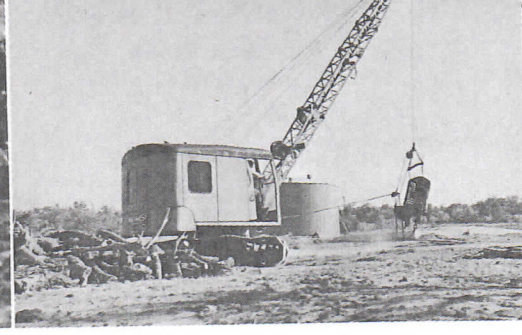
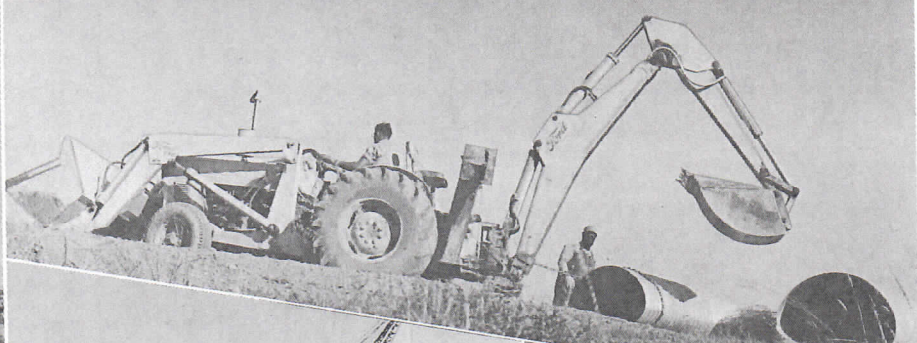
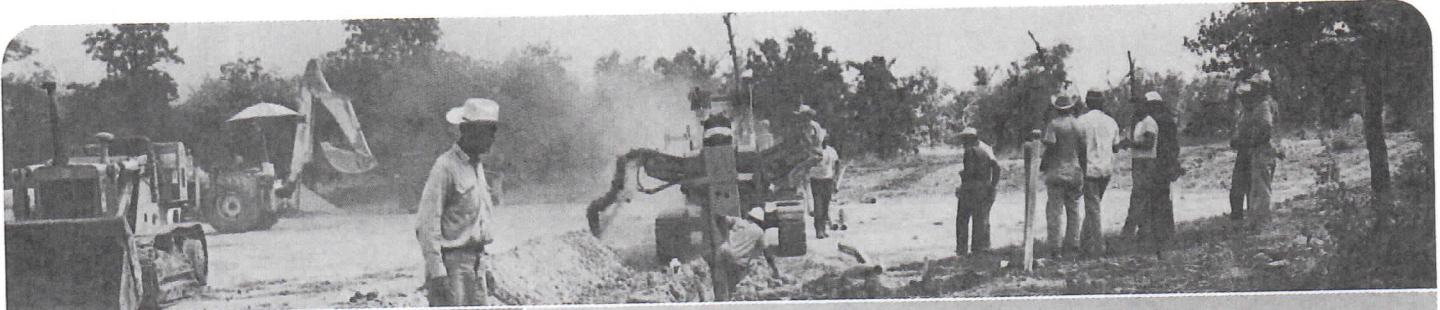
Runaway Bay’s modern sewage system is another example of the extent to which the developers have been willing to go to assure highest quality. Six sewage lift stations were required because many facilities and homesites are on hills, some are in minor valleys, and above-average pumping was necessary to do the job properly. All utilities are either underground or hidden from view with permanent landscaping.

Due to the topography and the performance of the engineers, residents need never be concerned about flooding in any part of the community. Everything has been carefully worked out using the most modern clay sewage and drain pipe material available.

“Although residents will never actually see this high quality system, they can be confident that it was engineered for permanency to serve their needs now - as well as in the future.”

# STEED CONSTRUCTION COMPANY . . .

## Laying the Groundwork for modern Utilities



Some of the finest blue granite deposits in Texas are found beneath the sub-soil at Runaway Bay and the man who excavated a lot of it is Richard D. Steed of Steed Construction Company in Fort Worth. Steed's firm installed the water and sewer lines for underground utilities at the resort community.

"Blue granite makes a fine foundation base for large buildings such as those at Runaway Bay," he said, "but our job was to get down into it and, as a result, we had to do a lot of blasting to clear it out. Runaway Bay certainly didn't spare

any costs on utilities. They bought the best."

"Because of the intricate and complicated terrain, Runaway Bay needed a water and sewer system expert, such as Steed, who could build in a permanent water and sewer system that would not only meet — but exceed the requirements set for state approval. According to Peter B. San Filippo, Vice President and General Manager of the development, "throughout the construction of both massive plants, the performance of Steed Construction Company has been outstanding."

Steed's company was founded in 1946 by his father, Seldon D. Steed, and specializes in municipal and large residential subdivision projects.

But the quality of utilities isn't the only thing that has impressed Steed about Runaway Bay. "One of its outstanding assets," he says, "is Pete San Filippo who has a vast amount of knowledge of all phases of building including our own specialty of laying utility lines. He's certainly doing a fine job.

"Runaway Bay is a real monument for Texas," he said, ". . . and as permanent as that blue granite."

# *Fun Facilities . . . Built to Last!*

Two main concepts dominated the thinking that planned Runaway Bay. They were (1) to build a truly fine lake front community where residents could build right down to the water's edge and (2) the public's constantly increasing desire for quality.

The founders of Runaway Bay knew the all-quality approach they had in mind was impossible unless a vast amount of land was available to sensibly pro-rate the cost of the various projects.

"We couldn't do it with a small area," one official said, "since the only way you can build quality into a development of this kind is to have acreage. We did not want the mediocrity we have seen in smaller developments.

"People who buy resort land on promises are getting just that. They're paying for engineering on second-rate roads, no adequate water or sewer facilities and, as a result, they're buying built-in deterioration from the beginning."

Runaway Bay developers have exceeded minimum construction requirements with elaborate buildings throughout the area. "Complete quality for every phase of the project was a necessity to safeguard property owners," they said. "This is a distinct benefit from a tax standpoint because, by exceeding specifications, should Runaway Bay incorporate in the future, there will be no taxation necessary to do the things that have already been done."

By incorporating, officials are referring to the probability of Runaway Bay eventually becoming a municipality.

"I honestly defy anyone to compare the quality of our facilities with those of any other private lake development in Texas," says Peter B. San Filippo, vice president and general manager.

"Other highly advertised projects paint a rosy picture in words. But look at their marinas . . . or their roads, for example. When you see large chuckholes on poorly constructed roads, you know it's a sub-standard project. But the paved streets and boulevards at Runaway

Bay are first-class in every way and they're built to last. Also, the way they're laid out is a credit to our land planning team. Not only do they wind up, down and around with scenic beauty – but they have been carefully planned for traffic control."

San Filippo also pointed out that utilities are underground and the building materials in all structures, including things you cannot see, are all designed to last . . . more than a lifetime.

## ***"We have no quarrel with those who sell for less . . . . . . they know what their product is worth!"***

The old saying above hangs on the walls of many company sales departments. And the same thing can apply to buying a second home, a place where the family can have fun together.

When investing in a lake lot or making plans for building a home-away-from-home, the public has become leery . . . and rightfully so . . . of those real estate promoters who sell their product with a flashy brochure, steeped in glowing promises of "here's what we're going to do". Many times the paved roads described in the brochure turn out to be bumpy, chuckhole-filled asphalt toppings with washboard surfaces. . . water pressure is so low you can't take a shower when your wife is washing dishes. . . then a next-door neighbor decides to keep a rundown house trailer on his lot.

These examples and others like them are normal, well-founded complaints made by people who have been disappointed with their "dream homes", sold short by promoters whose only intentions were to "get in and get out".

Not so at Runaway Bay. Building restrictions and architectural requirements will be strictly adhered to for your protection.

Already more than five million dollars have been spent for facilities at Runaway Bay, while continuing improvements are now being made at a cost of over ten thousand dollars a day. Even the most casual observer can see that here, there are no corners being cut where quality is concerned.

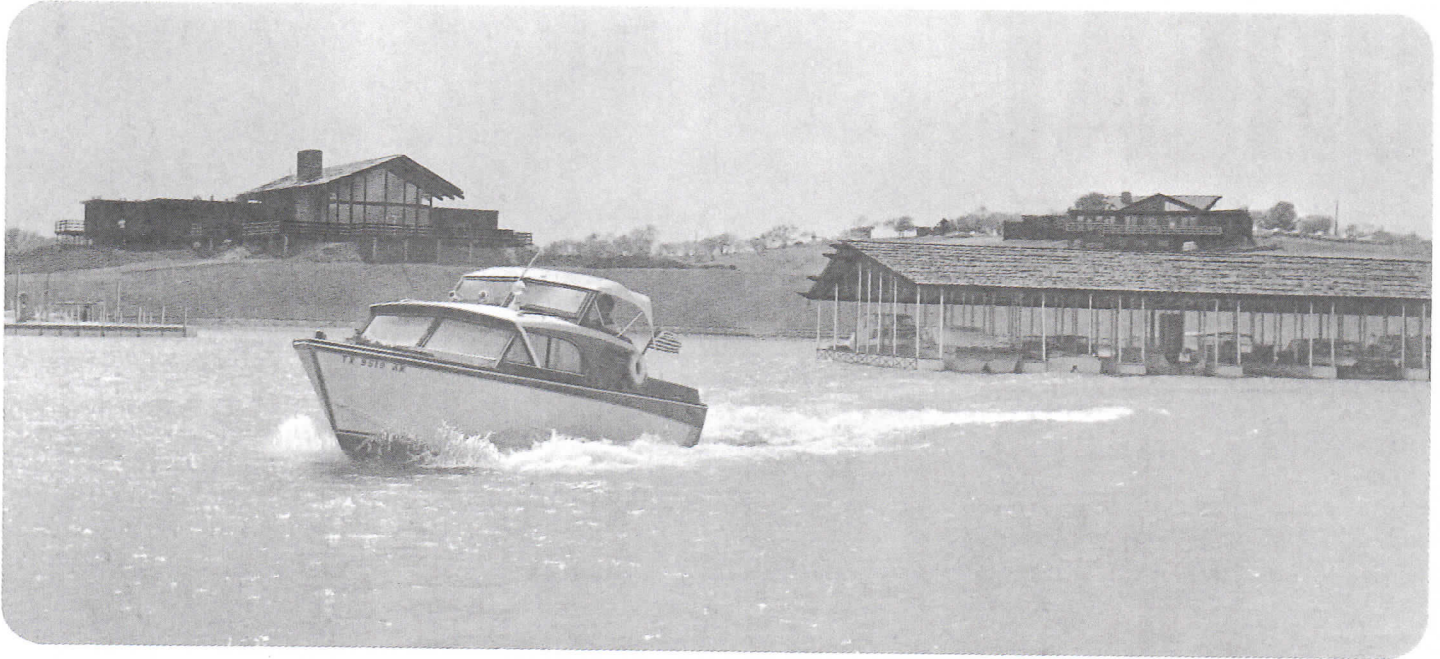
The developers of Runaway Bay have employed expert professional firms in the engineering and construction of every phase of the overall plan including, not only building construction, but streets, utilities and the championship layout of the 27-hole golf course.

Everything is designed for permanency. That's the way it was planned and that's how it's going to be.

In the long run, residents at Runaway Bay will appreciate, even more, the quality that is being built in today.

# LAKE BRIDGEPORT:

## Texas "Riviera"



Lake Bridgeport, situated in the western portion of Wise County, Texas, is one of the most beautiful lakes in all of the Lone Star State and the entire Southwest.

Consisting of 10,399 surface acres of beautifully clear and naturally protected waters, Lake Bridgeport was built in 1931 and is under the jurisdiction of the Tarrant County Water Control and Improvement District No. 1. The purpose of building the huge lake was flood control and recreation and the 270,900-acre-foot capacity lake is soon to have its 150 miles of shoreline extended to cover more than 14,000 surface acres.

Lake Bridgeport is the result of efforts by state and municipal officials to develop and preserve water resources by artificially constructing reservoirs in areas along the course of the Trinity River. Supporting the Trinity River Author-

ity, a state agency, is the Trinity Improvement Association, a publicly supported nonprofit organization advocating the river's development. Lake Bridgeport is one of four reservoirs above Fort Worth and is on the West Fork of the Trinity, four miles west of the city of Bridgeport.

It is one of the largest lakes in Texas and is hailed by many as the top-ranking lake in the state, insofar as natural beauty is concerned.

Wide, smooth highways provide easy, swift access to Lake Bridgeport which is only minutes away from the Dallas - Fort Worth area.

Mother Nature herself had a large hand in shaping the beauty of the lake with surrounding acreage consisting of rolling prairie land and scenic oak and mesquite trees. Protected on all sides by hills which aid in reducing high winds, so common

to other lakes, Lake Bridgeport offers the placid waters fishermen and boating enthusiasts think of as ideal.

The waterline is consistent with its original engineering design and is unchanging, one exception being immediate plans to enlarge the lake by some 3,500 surface acres. Runaway Bay developers, having knowledge of this expansion, planned the resort community so as to conform with this new shoreline.

In all respects, Lake Bridgeport is performing its purpose precisely as originally planned over 35 years ago. Hundreds of thousands of area residents have enjoyed the use of the lake and now, more than three decades later, this beautiful body of water is receiving the prominence it deserves as the home port for the Southwest's most outstanding resort community, Runaway Bay.



# A GREAT PLACE

## *to live...*

A gigantic suburban complex has been born along the shoreline of a major North Texas lake and with it comes a new kind of adventure in living for thousands of recreation-minded people. Appropriately called a resort community, it is to some, a city with a small-town atmosphere . . . to others, a place to live for year-round fun . . . and, for still others, a clean, fresh air retreat from the noisy, fast-paced metropolis. . .

It's Runaway Bay. . . 3,800 acres of the most imaginatively conceived land ever developed. As one well-travelled observer put it, "There's nothing like Runaway Bay - even in California or Florida."

Boating, water skiing, fishing, swimming, golf, tennis, horseback riding, association with fine people or, if you prefer, quiet, peaceful solitude are all available in your own resort home, luxury condominium apartment or the Runaway Bay Motor Hotel, now being built.

Yes, Runaway Bay is a great place to spend a day . . . a week . . . or a lifetime.



## *to invest...*

The promise of greatness which Runaway Bay offers as an investment is guaranteed by two things: The care and quality with which it is being developed and the speed at which the development is taking place. And, according to Peter B. San Filippo, vice president and general manager of Runaway Bay, this momentum will multiply itself as time goes on.

"As Runaway Bay matures," he says, "so will it flourish, as more and more people become a part of breathing new life into the community."

"Soon it will be a moderate sized town with a population exceeding 30,000. Plans are already completed for converting the \$250,000 Administration Building into a municipal building. We will have our own post office, airport and clinic plus a modern shopping center with a supermarket, drugstore, bank and every other feature we need to make Runaway Bay wholly self-sustaining.

"It's the scope of these capital improvements that makes the development so attractive to so many people.

"Barren, unimproved land itself has no definite value. It's only when that land or nearby land sees an increase in growth activity that the value of the land is enhanced. As improvements are made and people take an active interest in the improvements, the land begins to take on a personality. Values move upward in direct ratio to the quality of the improvements. And that's exactly what's happening at Runaway Bay."

San Filippo, a veteran of several resort community developments, adds that a combined total of over one billion dollars in corporate strength is behind Runaway Bay. This means that every property owner, regardless of the amount of his original investment, will see it increase at a better-than-average rate.

"This, of course, makes Runaway Bay all the more appealing," he said. "Not only will it continue to be the finest inland resort community in the Southwest, it will also prove to be a fine investment."

**RUNAWAY BAY**